PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Bob Mikulay **November 6, 1996**

FROM: Drew McComb

SUBJECT: Marlboro Sega Simulator Vendor Bid Waiver

The Marlboro Brand and Event Marketing groups have decided that as part of the Marlboro Racing promotional strategy for 1997, we will continue the Marlboro Grand Prix simulator bar nights program in each domestic race market. It was also decided that the Marlboro Grand Prix simulators will remain a key element of the autoshow exhibit program that is being re-launched for 1997.

As a result, I am submitting a bid waiver request for Off Track Management (OTM) to operate the program again in 1997 for the following reasons:

- OTM owns and maintains the customized Marlboro Grand Prix Sega Virtua Racing Simulators and has been executing the program at bar nights, autoshows and PM special events since 1992.
- OTM has the experience to maintain and repair the one-of-a-kind equipment. They are the exclusive source of the game since Sega discontinued the model several years ago.
- Despite this competitive advantage, OTM is one of the most cooperative, reliable and proactive vendors we employ. OTM takes excellent care of the equipment, keeping five-year-old machines looking state-of-the-art.
- OTM consistently delivers their programs at or below budget.
- Their management is the most thorough of any vendor we deal with, providing excellent documentation and recommendations.
- OTM has working relationships with the FSF in each race market.

The attached form contains the financial analysis of this program. Finance has reviewed and approved the bid waiver financials and justification. Please review and return to me as soon as possible. I can be reached at ext. 3837 if you have any questions.

Approval:

Bob Mikulay _____

cc: M. Mahan
I. Broeman
S. Sampson
G. Kuhlman
B. Colby
R. Butler

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Source: https://www.industrydocuments.ucsf.edu/docs/lrlg0003